

United States Department of the Interior
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations of eligibility for individual properties or districts. See instructions in *Guidelines for Completing National Register Forms* (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property

historic name Coca Cola Company Building
other names/site number _____

2. Location

street & number 1322-36 South Wabash not for publication
city, town Chicago vicinity
state Illinois code IL county Cook code 031 zip code 60605

3. Classification

Ownership of Property	Category of Property	Number of Resources within Property	
<input checked="" type="checkbox"/> private	<input checked="" type="checkbox"/> building(s)	Contributing	Noncontributing
<input type="checkbox"/> public-local	<input type="checkbox"/> district	<u>1</u>	_____ buildings
<input type="checkbox"/> public-State	<input type="checkbox"/> site	_____	_____ sites
<input type="checkbox"/> public-Federal	<input type="checkbox"/> structure	_____	_____ structures
	<input type="checkbox"/> object	<u>1</u>	_____ objects
			<u>0</u> Total

Name of related multiple property listing: N/A

Number of contributing resources previously listed in the National Register none

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of certifying official William L. White Date 1-2-91
State or Federal agency and bureau Illinois Historic Preservation Agency

In my opinion, the property meets does not meet the National Register criteria. See continuation sheet.

Signature of commenting or other official _____ Date _____
State or Federal agency and bureau _____

5. National Park Service Certification

I, hereby, certify that this property is:

entered in the National Register.
 See continuation sheet.

determined eligible for the National Register. See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain:) _____

Signature of the Keeper _____ Date of Action _____

6. Function or Use

Historic Functions (enter categories from instructions)

Commerce/ Trade - Business
Industry - Manufacturing Facility

Current Functions (enter categories from instructions)

Work in progress

7. Description

Architectural Classification
(enter categories from instructions)

Commercial Style

Materials (enter categories from instructions)

foundation Concrete

walls Brick

roof Asphalt

other

Describe present and historic physical appearance.

The Coca Cola Building at 1322-32 South Wabash, Chicago, Illinois, is located midway on the block between South 13th and 14th Streets, facing east on the west side of the street. It is set in a primarily commercial area of two to four story buildings, with a pair of 1890's four story bayed storefront buildings just to the north, and a parking lot to the south of the Coca Cola building's addition. To the west at the rear of the building is the elevated train with an alley beneath next to the building's loading dock. In the 1920's and 30's this area was developed for use by the movie industry, and directly across the street stands the terra cotta building, with signs intact, which housed the early home of Paramount Studios. The Coca Cola Building is a flat roofed ten story rectangular structure, measuring approximately 90' along Wabash and 140' in depth. It is a mid rise commercial structure designed in 1903 to house the Chicago headquarters of the Coca Cola Company, which it did for over twenty years. The structure is of concrete and arched tile construction, sheathed in red face brick on the primary west facade. The other elevations are sheathed in Chicago common brick.

The original building as built in 1903-04 consisted of the three north bays to a height of eight stories, which presented a symmetrical facade with the entrance in the narrower middle bay. According to building permits, the south bay and additional two stories were added in 1913, and in 1914 the three story addition to the south was constructed.

On the primary facade of the 10 story building, a two story storefront space forms a base for the building. It is clad in limestone supporting a cornice dividing the second and third stories. This cornice is topped with a terra cotta fretwork pattern. Iron spandrels between the first and second stories feature foliated set-in panels. The entrance is framed by two massive two story columns topped with Ionic capitals above which rests the building's sign. While the original entry doors are no longer extant, the existing doors are framed in ornamental iron, at the top of which rests a large foliated anthemion and acanthus pediment decoration.

The first floor column and window pattern is carried through to the top of the building, with brick pilasters dividing the multiple sets of windows. The primary facade windows consist of sets of two to four casement windows with transom windows above. On the north end, two bays or four windows each are separated by a narrow bay of two

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windows, while the 1913 south bay consists of three windows. The windows of the fifth floor have been altered below the transoms, as have two bays of the ninth floor. The building is capped by an intact terra cotta frieze and overhanging cornice of decorative panels featuring a stylized four petal floral motif.

The north and south elevations of the building are of flat common brick evenly punctuated with wood double hung sash windows with multiple lights. In the south elevation the windows are in sets of two. There is no decoration. The rear elevation is also sheathed in flat common brick, with evenly spaced double hung sash windows on the upper floors. At the first floor level, underneath the elevated train tracks which run just to the west of the building, is a loading dock extending the length of the building, with large doors opening on to it.

The 1914 three story addition on the south of the ten story building is three bays wide with the same windows on the primary facade as the main building, in sets of two. On the first floor, the window openings have been infilled with glass block. The interior of the addition has been integrated into that of the main building, with openings cut through on each floor. The structural system is similar, consisting of evenly spaced columns, and unfinished wall surfaces forming loft type spaces.

The first floor interior office spaces have been altered with partition changes over the years. Upper floors are empty, with evenly spaced columns. In some areas brick walls and arched tile ceilings are exposed, while in others plaster has been used to cover details. The interior spaces are characterized by open space, tall ceilings, exposed structural elements, and a lot of light.

The permit records indicate that in 1929 the 25,000 gallon water tank was built on top of the building, probably for the printing company which moved into the building at that time. In 1936 alterations were made to the storefront, and in 1945 and 1950 alterations were made to the building for office use. This consisted of the removal of heavy equipment, and addition of interior partitions, plus new entry doors. It was probably at this time that the glass block infill was installed on the first floor of the addition. A 1953 permit indicates two door and opening changes, which may have been further store front alterations. Fire escapes were added to the front at some point.

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The building is in excellent condition structurally, and retains excellent overall integrity. A planned certified rehabilitation will repair deteriorated exterior detail and preserve extant features. The fire escapes will be removed, and the store fronts and entry will be rehabilitated. Loft residences are planned for the interior. Due to the open plan and large amount of light, no structural alterations, such as atriums, will be necessary on the interior.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties:

nationally statewide locally

Applicable National Register Criteria A B C D

Criteria Considerations (Exceptions) A B C D E F G

Areas of Significance (enter categories from instructions)

Commerce

Industry

Period of Significance

1904-1928

Significant Dates

1904

1913

1914

Cultural Affiliation

N/A

Significant Person

N/A

Architect/Builder

Abbott, Frank

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

SUMMARY

The Coca Cola Building meets Criterion A for listing on the National Register of Historic Places. This structure was the first built to house the Chicago headquarters of the Coca Cola Company, from 1904 until the company outgrew the space in 1928. As only the second location opened outside of Atlanta, Chicago played an important role in the marketing and manufacturing history of the most widely distributed trademarked product in the history of the world. Beginning in the late nineteenth century, the Coca Cola Company rapidly expanded, reflecting the industrial and commercial growth of the country, and pioneering in many areas of business. The Coca Cola Company had an impact on business in the United States most strongly through its innovative and aggressive marketing techniques, quality control and sanitation standards, and advances in trademark law. In addition, the concept of franchising was developed through efforts to bottle coca cola throughout the country. The company's history is a phenomenal marketing success story of a new product that became a cultural symbol. Its early presence in Chicago, continuing through the rapidly expanding years of the early twentieth century, tells an important part of that story. No other Coca Cola syrup manufacturing plants were built in the Midwest until 1915 in Kansas City. Following that, the next was in 1938 in St. Louis. Of the 21 early syrup manufacturing plants established in the United States and Canada through World War II, this is the only building known to be extant, except for a portion of one in Atlanta. The history of the Coca Cola Company during the important years of 1904-1928 is represented only by this building at 1322 S. Wabash in Chicago.

HISTORY

The late nineteenth Century in the United States saw the coming together of many forces which had begun in the industrial revolution. These crucial developments included the vast increase in communication made possible by the railroad, the telegraph, and then the telephone;

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the creation of a national market made possible by increased communication and transportation; and the newly created powers of the federal and state governments which were favorable to private enterprise. These developments all worked together to create a very favorable environment for the burgeoning of business. It was in this environment that a completely new type of product was incubated in Atlanta, which came to serve as an obvious and well known example of the vastly increasing productive capacity of the American economy of this time.

In May of 1886 Dr. John Styth Pemberton, a pharmacist in Atlanta, Georgia, concocted the first batch of a syrup that became known as Coca Cola. It was so named by a friend and partner of Pemberton's, Frank Robinson, because it contained both coca leaves and kola nuts. It was first conceived to be medicinal, taken as a syrup mixed with plain water. The idea of mixing Coca Cola syrup with soda water happened by accident. The product was slow to catch on for a few years until Asa Candler, who also owned a pharmaceutical company in Atlanta, bought 2/3 interest in the product along with some friends of his. By 1891, Candler had bought all the stock and was sole proprietor. Consumption of the product had gradually increased under Candler's interest, with 9,000 gallons being sold that year. Candler sold his wholesale drug business to devote full time to the manufacture and sale of Coca Cola. In 1892 a Charter was granted to the Coca Cola Company, and a year later the trademark was registered with the U.S. Patent Office. In 1894, the first plant outside Atlanta for the manufacture of Coca Cola syrup was established in Dallas, Texas.

In the same year that the Coca Cola trademark was patented, Chicago had the good fortune, in the midst of depression, to be the site of the World's Columbian Exposition. This led to prosperity in a year of national depression. When the fair closed it had drawn over 27 million visitors, and had put Chicago at the center of global attention. It had served as a window to a world of wonders, and had highlighted the products of American ingenuity. One of these was Coca Cola, served at the soda pavilion, the farthest east of a series of edifices serving refreshments in the White City. Coca Cola, in fact, knew no depression in 1893, and continued to increase its sales. It seemed only natural, after Coca Cola took the first leap out of Atlanta in 1894, to establish a syrup manufacturing plant in Chicago. So in 1895, an existing facility

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at 2131 South Wabash became the first in the North and the second outside Atlanta. Another plant was established in Los Angeles right on its heels, but these remained the only plants within the first ten years of the company's history.

The opening of Dearborn Station in Chicago in 1885 was a catalyst for the development of the south loop commercial and light industrial area. The city was experiencing explosive growth following the consolidation of the railroads, and this location was prime because goods could easily be shipped in and out, skilled workers were available, and it was close to the center of finance and commerce for the city. A second period of development was brought about by the opening of the LaSalle Street station in 1903. This wave lasted until about 1914, when there was a lull until after World War I.

The Coca Cola Building was built on the geographic edge of this area during the second period of development, right after the LaSalle Street Station. It can also architecturally be considered part of the second wave of Chicago mid-rise office/commercial buildings popular between 1900 - 1910. This basic type of block featured the cellular elevations, continuous piers, wide or grouped windows of standard sizes - all features of the Coca Cola Building. While Holabird and Roche designed many of these, they and other Chicago architects tended to continue in their tradition of steel frame construction for many buildings.

According to company records, the Coca Cola Building was designed by Chicago architect Frank P. Abbott in 1903. Abbott was born in Henry County, Ohio, in 1856. In 1881 he opened an office in Grand Rapids, and in 1885 moved to Chicago as a partner in York and Abbott. In 1887 he went on his own and opened an office in the Home Insurance Building. Abbott had a prolific career, designing over 100 residences, stores, apartment buildings, in addition to office and manufacturing buildings. He was referred to as a "natural and original designer," who had a number of notable buildings to his credit including the Temple Court Building from 1888, and the C.C. Heisen house on Lake Shore Drive from 1891. In 1904, the same year as the Coca Cola Building, he designed buildings of the Elgin Watch Factory, and the Isaac Rubel Warehouse in Chicago.

For the Coca Cola Building, Abbott used tile arch and concrete construction, a method little used as early as 1904 in Chicago, where the widespread use of concrete was comparatively late. Hollow tile

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construction, the first important innovation in fireproof construction, had been in use since the 1870's. First used for sub-flooring and partitions with iron, it was then used to cover exposed iron members. A survey of existing records reveals little of this hollow tile and concrete type of construction as early as 1904. Typically, mill construction was standard for non-office buildings. Stylistically, the classical detailing on the Coca Cola building, particularly the bold entry columns, reflect the continuing influence of classical design on Chicago buildings from the 1893 Columbian Exposition. This classical influence lingered especially where a look of permanence or solidity was desired, most often in public buildings, institutional buildings, and banks. When built, and still today, the Coca Cola Building is the tallest building in the immediate neighborhood, with views of the lake and the Loop skyline.

In 1904 when the Coca Cola Company moved into their new building the structure at 2131 South Wabash was retained as the Coca Cola Bottling Company. Asa Candler had never been interested in bottling Coca Cola. In 1894, the first bottling of the product was begun in Vicksburg, Mississippi, but was confined to that area. The real story of Coca Cola bottling began in 1899, (after the establishment of the syrup plant in Chicago), when Candler signed a contract with Benjamin Thomas and Joseph Whitehead, both of Chattanooga, Tennessee. They were granted rights to bottle and sell the product throughout most of the continental United States. The bottlers established a small plant in Chattanooga right away, but ran into problems because they had no capital to establish more. The partners divided their territory and began to search for investors for the Coca Cola bottling plants in return for exclusive territorial contracts. This need for investors led to the concept of the locally owned and operated Coca Cola bottling plant. This was an innovative and successful idea that not only was a significant factor in the widespread distribution and acceptance of the product, but also provided a new business concept that has been followed in the franchising of businesses ever since.

Bottling plants sprang up around the country quickly, creating a much increased market for the product, which probably helped create the need for a new Chicago headquarters in addition to the Chicago bottling plant. During the first decade of the twentieth century, Candler invested heavily in real estate. He had buildings erected in about ten cities, most of the Coca Cola syrup plants

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and offices, some with additional space to lease.

At the new Coca Cola Building in 1904, company offices were located on the first floor, with syrup manufacturing on the upper floors. The process for manufacturing syrup is fairly simple, since it is not brewed or aged. The process has not altered substantially since the turn-of-the-century. Basically, water is heated in large vats and mixed with sugar, then the secret formula ingredients are added, and the mixture is cooled. At 1322 Wabash in 1904, the upper floors of the building contained furnaces on which sat huge vats that were filled to the required amount of water. On a platform surrounding the vats, workers rolled barrels of sugar which were dumped into the vats. The solution was stirred constantly to prevent scorching. The finished syrup was then dipped into fifty gallon barrels and a trusted person performed the crucial function of mixing in the other ingredients. After cooling, the batch was put in containers ranging from pint bottles to ten gallon oak barrels.

Consumption of Coca Cola steadily increased in the first 13 years after the Coca Cola Building was built, but then World War I intervened with sugar rationing. 1916, however, was the year the distinctively shaped Coca Cola bottle was created - another good marketing move that helped form a strong product identity. In 1919, at the end of the war, sales increased by more than eight million gallons over the previous year. 1919 was significant for another reason - Asa Candler sold the company to a group of three banks headed by Ernest Woodruff for \$25 million. The stock was put on public sale at \$40 per share.

The first of a long series of trademark battles for Coca Cola was begun the following year, when the term Coke was judicially held to mean Coca Cola. Part of the continued strong identity of the company is attributed to its historically fierce protection of its product and logos. As early as 1896, the problem of substitutions and imitations products had begun, and it was part of Candler's philosophy to take immediate action. Their successes in this area have set precedence trademark and product protection law.

In 1922 yet another creative marketing idea was begun - the development of the six bottle carton which opened up the home market for soft drinks. Coca Cola's long history of aggressive marketing

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innovations has also included the area of advertising, such as calendars, outdoor posters, serving trays and clocks from the 1890's, the use of nationally circulated magazines, and early experimentation with radio in the late 1920's.

Growth of the company as a whole was great throughout the 1920's, with expansion of manufacturing into Canada in 1924, and the organization of a foreign department to supply to overseas bottlers in 1926. Unfortunately, company production records were kept locally at each plant. Those records for Chicago are no longer in existence, so specific production numbers for Midwest and from this plant are not known.

In 1928 the company outgrew this building and moved. In 1904 the total year's sales had topped one million gallons. Today, there are over 200 million Coca Colas consumed every day.

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Mooney, Philip. (Coca Cola Archivist) Telephone Interview,
August 7, 1990.

Watters, Pat. Coca Cola: An Illustrated History. N.Y.:
Doubleday & Company, Inc., 1978.

Candler, Charles Howard. "Thirty Three Years with Coca Cola",
Unpublished manuscript, n.d.

Candler, Charles Howard. The True Origins of Coca Cola:
Additional Facts Relating to Its Early History. Unpublished
manuscript, 1932.

Ancient Permit Files, City of Chicago, Illinois.

Randall, Frank A. History of the Development of Building Construction
in Chicago. Urbana: The University of Illinois Press, 1949.

9. Major Bibliographical References

Chicago Chamber of Commerce. Industrial Chicago. Chicago: Goodspeed Publishing Co 1891-96

Chicago Association of Commerce and Industry. Chicago, the Great Central Market. Chicago Commerce Association, 1904-07.

Condit, Carl. The Chicago School of Architecture. Chicago: Univ. of Chicago Press, 1964.

The Coca Cola Company Archives, Atlanta, Georgia

The Dream City. St Louis: N.D. Thompson Publishing Co., 1893.

See continuation sheet

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State historic preservation office
- Other State agency
- Federal agency
- Local government
- University
- Other

Specify repository: _____

10. Geographical Data

Acreage of property less than one acre

UTM References

A 16 448030 4634750
 Zone Easting Northing

C _____

B _____
 Zone Easting Northing

D _____

See continuation sheet

Verbal Boundary Description

The boundaries of Lots 1,2, and 3 in Block 10 of Assessor's division of part of the NW 1/4 of Section 22, Township 39, Range 14.

See continuation sheet

Boundary Justification

The above described city lots are the property historically associated with the building

See continuation sheet

11. Form Prepared By

name/title Susan M Baldwin date September 4, 1990
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 street & number 2800 N. LAKE Shore Drive #2604 state IL zip code 60657
 city or town Chicago

